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Athletic Trainers

Barbers

Body Piercing
Technicians

Denturists

Direct Entry
Midwives

Electrologists

Environmental
Health Specialists

Estheticians

Hair Designers

Hearing Aid
Specialists

Nail Technicians

Permanent Color
Technicians

Respiratory
Therapists

Tattoo Artists

Waste Water
Specialists

Board of Athletic
Trainers

Board of
Cosmetology

Board of Direct Entry
Midwifery

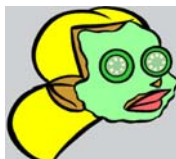
Board of Denture
Technology

Environmental
Health Registration
Board

Respiratory
Therapist Licensing
Board

Advisory Council on
Hearing Aids

Advisory Council for
Electrologists,
Permanent Color
Technicians & Tattoo
Artists



FACIAL FORWARD

The Oregon Health Licensing Agency (OHLA) has created materials to educate consumers and practitioners on regulated skin care services. Our public education kit and campaign, **Facial Forward**, includes the following:

- **House Bill 2105 News Release**—Recently passed legislation revises cosmetology statutory definitions, allows for regulation of full-body skin care, changes *facial technology* to *esthetics*
- **House Bill 2105 Fact Sheet**—Describes the need for legislation and how it conforms statutory language to current industry practice
- **Campaign Introduction**—Educating consumers, providing public protection goals of *Facial Forward* campaign
- **Consumer Basics**—What consumers need to know to make informed choices about their skin care needs
- **Esthetic or Medical Services?**—When should consumers see a physician instead of an esthetics professional?
- **Estheticians: Within Their Scope of Practice?**—Specific skin care services are described as within or outside the scope of practice of an esthetician
- **Airbrush Tanning**—A bonus fact sheet describing pending regulation of this emerging industry in 2007

➤ Access the entire campaign online at
www.oregon.gov/OHLA/COS.shtml.